Getting the Money From the List Email Series

Welcome Email

Hi subscriber,

Welcome to my newsletter.

You have successfully subscribed to
'Getting the Money from the list'
email series.

I am Julie Blydz and I will be sending you
a series of emails on steps
you can take to create better email copy.
This is to help you maximize sales to your subscribers.

You will receive a total of 7 emails from
this series. Expect to receive
an email once every 3 days. This email series will
cover various stages of planning and writing email
copy. This is to help you develop professional emails that
your subscribers will open, read and act on.

To make sure that you keep getting these messages

and that these emails do not go to your spam folder, add this email address to your address book.

If you did not subscribe to this newsletter or you no longer wish to be subscribed, click on this link and you will be removed from my email list.

You have frequently heard the statement that 'The money is in the list', but for some reason you do not seem to be getting much money from your list follow along and I will show you strategies you can use to get the money from your list.

Tomorrow, I will give you an overview of the general process of executing an email campaign.

Best Regards,
Julie

This welcome email was sent to you because you signed up for *'Getting the Money from the list'* email series on the Julie Blyd

Copywriting Services website.

Best regards,

Julie

Email 2

It's Not Too Late To Start Your Email Campaign

When John first started his online business,

he followed his website developer's advice

and set up a marketing automation software

on his site. His developer told him that it would

simplify his marketing process.

John paid a lot of money for the software.

Whenever people came to his website, they

would sign up for his newsletter. By the end of the

first year, John had over 1,000 subscribers in his list.

However, John did not send even a single email

to his subscribers. The reason was simple. John,

didn't know what to do with all those email

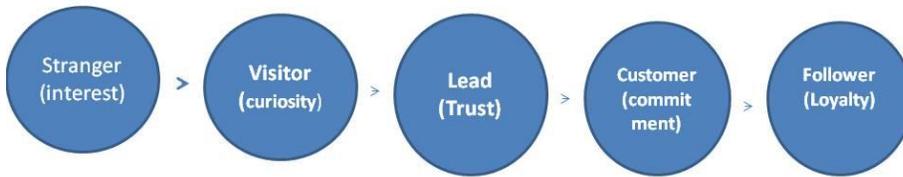addresses that he was collecting.

Unfortunately, John is not alone. There are thousands of website owners who pay a lot of money for marketing automation software and never use it. This is usually because of many reasons:

- They don't know what to say to their subscribers
- They don't know how autoresponders work
- They don't know that autoresponders can help to boost their sales

Are you one of those people who have never emailed their subscribers? Are you willing to start emailing them but you have no idea where to start or how to go about it? Here is a general overview of the website and autoresponder set up processes. I have also attached a free excel worksheet action plan, which you can download and use as a guide through the process.

Visitor on your site

| Stranger (interest) | > | Visitor (curiosity) | > | Lead (Trust) | > | Customer (commitment) | > | Follower (Loyalty) |

Your website set up process

| Website | > | autoresponder | > | sales page | > | send out emails | > | Analyze |

Autoresponder set up process

| What to say (Information) | > | How to say it (Presentation) | > | When to say it (Spacing) | > | How long to say it for (Length) | > | What to sell (Product) |

In the next email, I will tell you what to say in each email that you send out to your subscribers.

Best regards,

Julie

Email 3

14 Things To Tell Your Subscribers Today!

Let's go back to John's story. In an effort to

learn more about how he could improve his

online business, John discovered that building a

list and sending out emails to his subscribers on a regular basis

could help boost his sales. He decided that he was going to

start emailing his clients. Which brought him to his next dilemma, what

was he going to tell his subscribers in these emails?

This is the same problem that many online entrepreneurs face.

When deciding what information to include in your emails,

remember what your key goals for sending those emails are:

- T o sell a product *or*

- To sell a service *or*

- To build a relationship with your audience,
  so that you can sell them something further
  down the line.

Therefore, your email content should aim to do one

of the above things. Your overall goal should be to move

your subscribers deeper into your sales funnel. In addition,

try as much as possible to include exclusive content that can't

be found in your blog or anywhere else on the Internet.

This will be a great incentive for people to subscribe

to your emails, so as to access the content.

Here is how you can come up with a list of

topics for *your email sequences:*

1. *Informative articles*. Research more on your industry and find
   out what information your clients want to know more about then
   create an email sequence that revolves around solving their problems.

2. *Ask your subscribers questions* e.g. what they
   would like to know from you or what they want you
   to talk about.

3. *Tips and advice.* Include professional advice
   from an industry expert.

4. *Case studies* of people who have successfully used
   your products or services before.

Content Ideas for your broadcast newsletters

1. *Survey invitations*. Ask readers to fill out a
   survey or questionnaire and then send
   them the results in your next email.

2. ***Industry news round-up.*** Include the
   top stories in your industry.

3. ***Create profiles*** of your employees
   or clients or products/services

4. ***Make announcements*** about what
   is going on in your company
   e.g. new product releases,
   exhibitions, seminars, events etc

5. ***Event recaps***. Highlight the major
   things that happened during
   any events you've held.

6. ***A checklist***
   Create a checklist that your subscribers can use to achieve a certain objective.

7. ***Inform them about resources*** that they
   will find useful. They can be free or resources
   which you pay to use.

8. ***Tel them about coupons, discounts,***
   deals or special offers on products
   that they may be interested in.

The 14 suggestions given here will give you ideas of information that you can include in your newsletters. What are you waiting for? Start brainstorming topics for your emails today!

In the next email, we will talk about how to Map out your emails in a sequence.

Best regards,
Julie

Email 4

4 Email Sequences That Work and The One That Does Not Work

On average, most TV programs show one or two ads within every half hour of programming. This provides a commercial break to the viewers, as well as earns the TV channel some revenue.

No one minds a few ads inserted in between interesting programs. In fact, it makes viewers more open to viewing the ads, compared to if they were constantly being barraged by a

stream of ads.

The same concept applies to your email subscribers. You have to know how to balance your informative content with your promotional content, otherwise you will turn off your readers.

Here are 4 email sequences that can help you achieve the right mix of informative emails and promotional content. This will help you maximize your sales, as well as keep your subscribers engaged.

   1.) _Bait and hook_

Valuable content is provided to the reader first and then a product is introduced later.
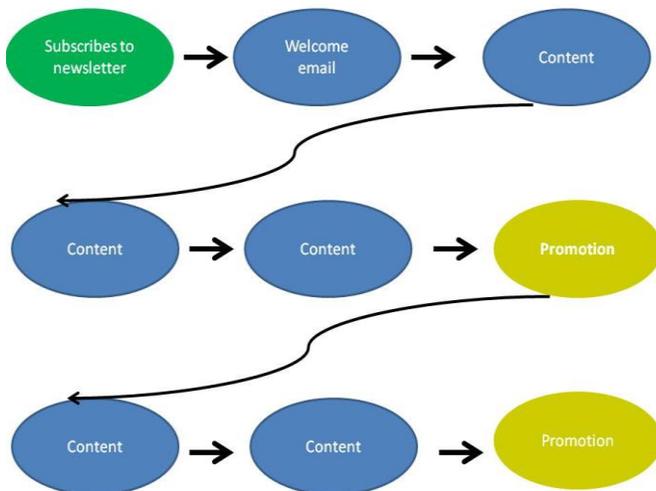
2. *Ground and pound*
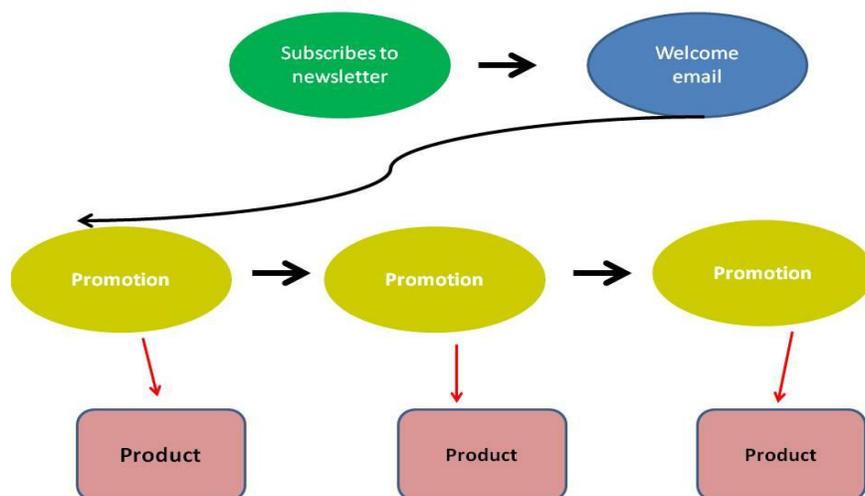
This sequence works best for those who

 want to market aggressively e.g. ecommerce websites.

Be upfront and blatantly tell subscribers that you will be

sending them promotional emails. This

 method works well in certain situations

only and may not be ideal for most email marketers.

3. Pat Flynn Method

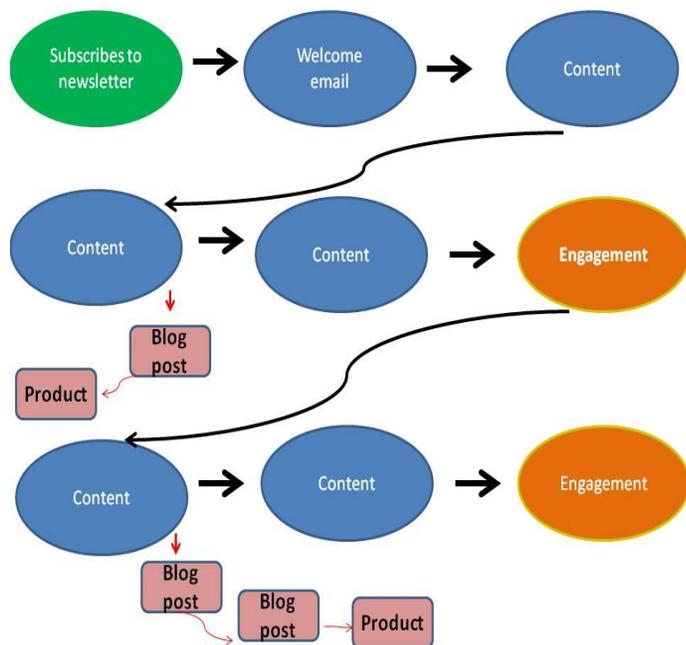This sequence was developed by Pat Flynn.

It primarily depends on using

 email to connect with your audience and

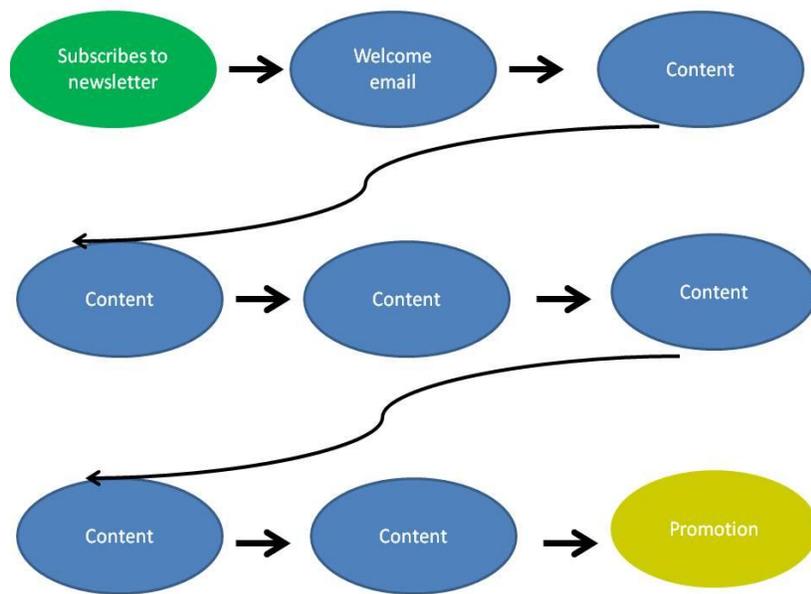using secondary platforms to sell your products.

In the graphic below, engagement means trying to get a

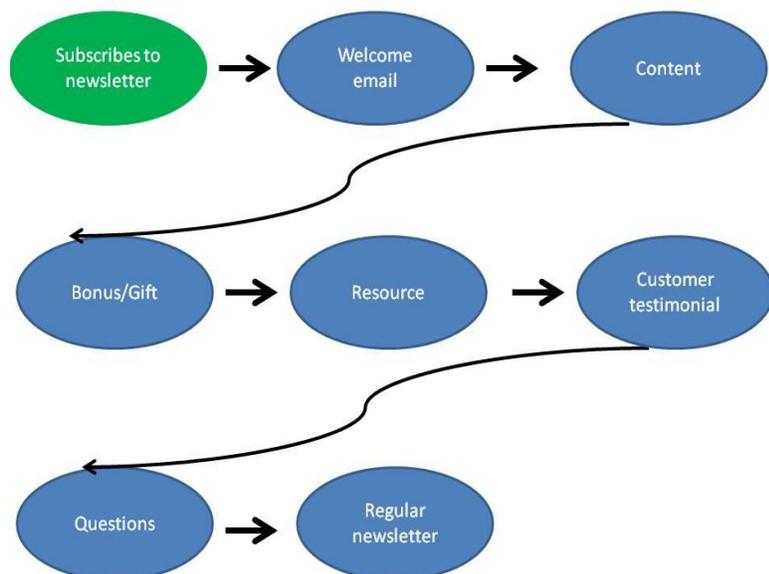response from the readers e.g. by asking questions.

5. _Blogger sequence_

This sequence works best for bloggers
who use content marketing to promote
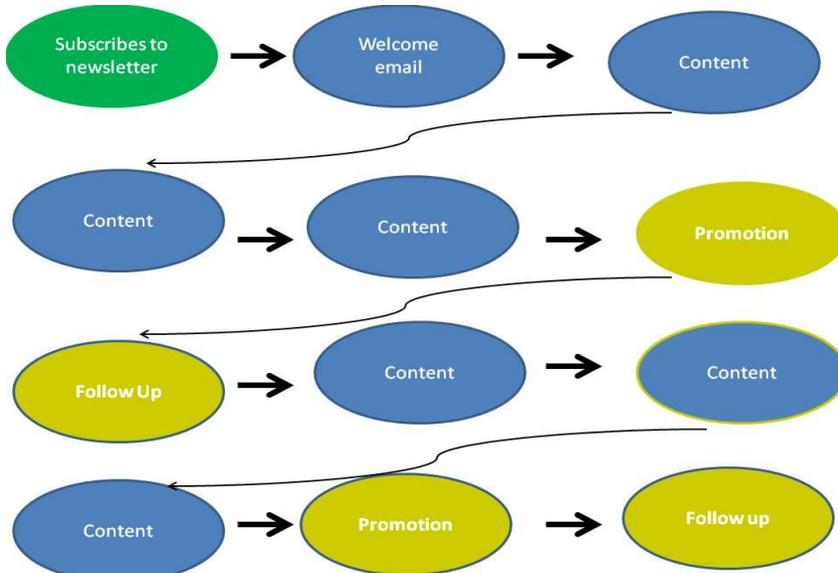 their products/services.

6. *Lead nurture*

This works best for someone who wants

to boost their credibility with the intention

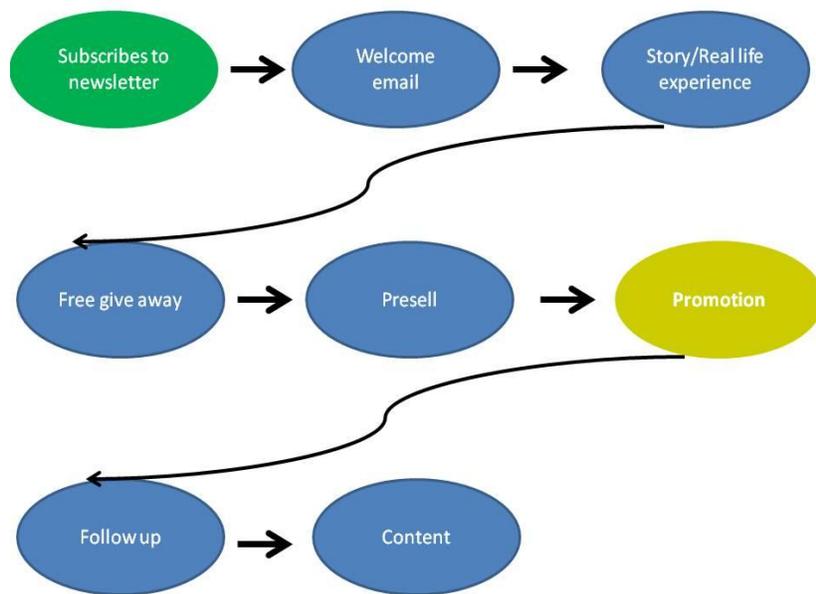of promoting products to subscribers later on.

7. *Follow up sequence*

This involves sending out a follow up email after sending a promotional email.

8. *Mini sequence launch*

This is a sequence for launching and promoting different products.

9. *The sequence to avoid*

Not having an email sequence at all.

Email 5

Key Elements to Include In Your Email Layouts

The graphic below gives you the basic layout and

elements of your emails.

You can now start sending out your emails today.

From

Creative subject line

Header
- Logo
- Navigation bar

Email body
- Salutation
- Content
- Call to action
- Sign off

Social links
- Social media links and share buttons

Footer
Unsubscribe button
Privacy policy
Terms and conditions
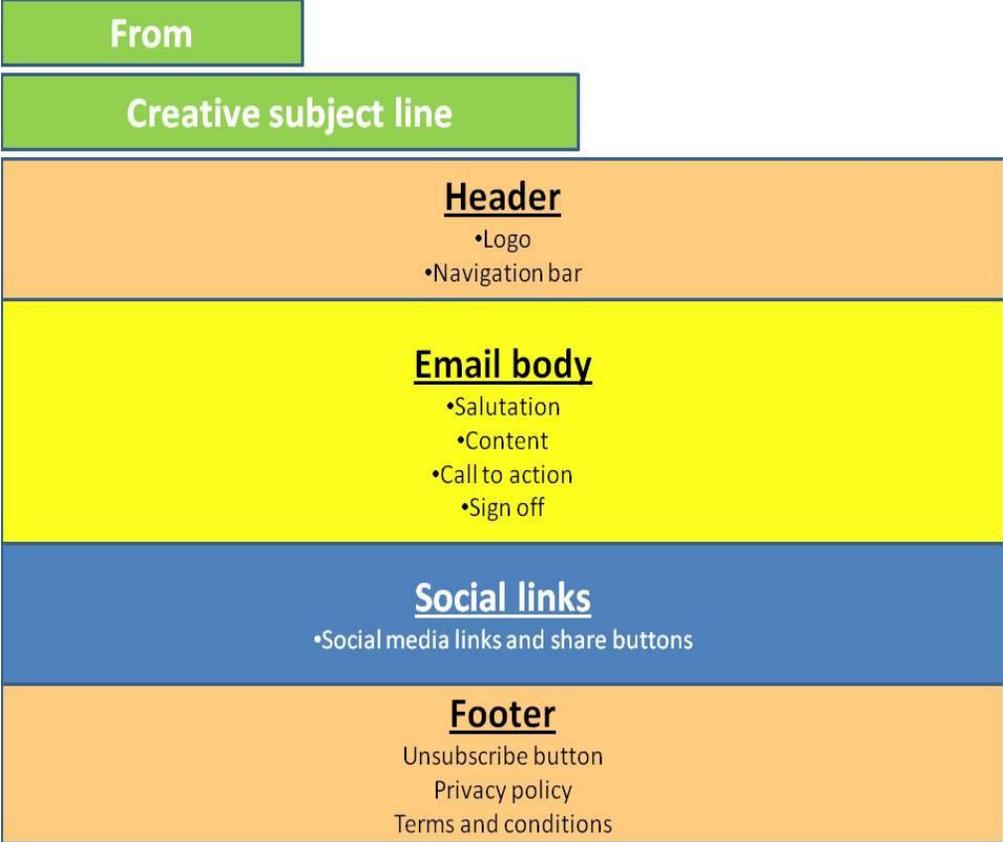
Best regards,

Julie

Email 6

How To Shamelessly Promote Your Products Without Being Offensive

Jane, a manager in a major national hospital arrived
In her office at 7 o'clock in the morning and sat down in
her swiveling, black chair. She turned on the computer,
while at the same time reaching out for the newspapers
and her mails for the day. She only had 20 minutes before
her first meeting of the day. She had to check her
emails, mail and check the papers, as he sipped
her morning cup of coffee.

She absent mindedly scanned through the letters,
setting aside the ones that needed
immediate action and the ones that she would
respond to later.

She came across a marketing postcard from a medical
company that specialized in selling x-ray machines to

hospitals. It took her a minute to read through

the short message on the card, fill out the cut out specifically

inserted for that purpose, put it in the outgoing mail

 box, and type

in the url printed on the card to find out more

information about the product.

One of the major reasons why most email marketers

don't make money through their emails is because they

do not ask for the sale. You have to ASK FOR THE SALE.

Here are some ways to ask for the sale and

get your clients to click on your sales links.

1) *Include a call to action*

Tell your audience what action you want them

to take after reading your email. Include a call

to action throughout your email copy. For instance,

the postcard Jane received asked her to check

the medical company's website to get more

information about the product. Since the call

to action was specific and direct, Jane took time

to view the website.

2. Ask for the sale

Directly ask your customers to buy what you

are selling. You don't necessarily have to be pushy

but you do have to ask.

3. Include links that work

Cross check that any links which lead

to sales pages work. Test, test, test before

sending out your emails. Imagine your subscriber's

disappointment if they were to click on a

link in your email and find out that it is not working.

4. Include the benefits of using your products

Tell your subscribers how they will benefit as a result of buying

your products or services. Also tell them why buying from you

is a better option than buying from your competitors.

5. Give limited time offers

Prompt you subscribers to take immediate action

after reading your emails by giving them time bound

incentives. For example, you can tell them that the

 offer is limited to 24 hours, or that they will get a substantial

discount if they respond to your email within 48 hours. The limited

 time offer in the postcard

is what prompted Jane to take immediate action. If there

was no urgency required, she would probably

have put the postcard aside with the intention of replying

to it later, but she would most likely have forgotten about

the postcard until many weeks or months had passed.

Just remember to be persuasive but not pushy.

Best regards,

Julie

Email 7

These 7 Things Will Get Your Subscribers To Give You Their Money

Just think back to the last time you made an

online purchase as a result of someone

 promoting products to you. What was the motivating

factor that made you decide to make

a purchase from a particular person and not anyone else?

Chances are likely that you bought from a

particular vendor because you trusted them.

You trusted that they were selling you a quality

 product. You trusted that they will deliver it as soon

as you completed your purchase. The same goes

For your email marketing efforts. No matter how great
your sales copy is, as long as your clients don't trust you
they will not buy from you. People buy from people
they trust. So how do you get them to trust you?

1. *Run a legitimate business*
    People will trust you more easily if they know
    that the business you are running is legitimate.

2. *Build your list in the right way*
    People should have willingly subscribed to your list
    and they should know the kind of emails to expect from you.
    Sending emails to people who didn't
    choose to be on your list is a quick way to get
    your emails deleted or marked as spam
    without being read.

3. *Be an expert in your industry*
    People trust people who know
    what they are talking about and are well
    informed about what is going on in their industry.

4. *Back up your offers with a guarantee*
    This assures your customers that they can
    back out of a deal if they discover that it is

not suitable for them.

5. *Provide premium content free of charge*

   Offer value to your subscribers on a regular

   basis. Send informative emails, which have valuable content

   they can't get anywhere else.

6. *Provide customer testimonials*

   Prove that previous and current clients have benefitted

   from the products that you are selling. Also, show how

   they have benefited.

7. *Allow your subscribers to leave when they want to*

   This shows that you are not out to trap them.

   Encourage anyone who is not interested in getting

   your emails to unsubscribe from your list. This will

   help to clean up your list and ensure that you only

   have people who are interested in what you have to offer.

   Doing these 7 things may take time and effort, but they

   will worth the investment made, as you will increase your

   business revenue in the long run.

Best regards,

Julie

Email 8

Do You Hate Sending Out Emails Which No One Reads?

It is so disheartening to send out emails

only for people to delete them without

reading them. But this does not have to

be the case.

After having gone through this email series

and you still feel that writing emails is not the thing

for you, then you should consider hiring an

email copywriter, like us. Seriously.

Here is why you should hire us.

- ✓ *You will have an expert write your copy*, so expect
  professional emails that are well laid out. This will help
  to convert your subscribers into buyers.

- ✓ *You will get affordable services*. This will help
  you to save costs while ensuring that you get
  quality services.

- ✓ *You will have access to a team of copywriters*, so

you can order as many email sequences as you want,

regardless of which industry you are in.

✓ *You can place orders at anytime of the day and*

any day of the week.

✓ If you REPLY to this message, you are entitled to

a **50% discount** on your first order.

What are you waiting for? Hit on the reply button

and order today. You can also send us an email

at ContentWritingKenya@gmail.com to place an order.

Here is a recap of the series that you just went

Through in the last few weeks :

Email 1- Welcome email

Email 2 – Free worksheet and overview to help you get started on

your email campaign .

Email 3- Information to include in your emails and how to spread out

this information in a sequence.

Email 4: Pictorial to help you know how to layout your email copy.

Email 5: How to promote your products in your email copy.

Email 6: How to promote your products to your subscribers in a non offensive way.

Email 7: How to build your credibility, so that your clients can purchase your
 products/services.

Order your email sequence today!

Email me today at contentwritingkenya@gmail.com.

Best regards,

Julie